

## ONE MAN'S OPINIONS

BY N. D. COCHRAN

Is The Day Book Paying?—I have the following letter from Daniel P. Riordan, president of the Chicago Civil Service League:

My Dear Mr. Cochran: As a constant reader of your Day Book since its first inception into the field and a firm believer in the precepts stated therein, I am desirous of asking of you a little information to decide a controversy which came up the other day, and if not asking you to give away any of your business secrets or if not in any way too pertinent a question, I would like to ask you if The Day Book is paying and if so, how long such has been the case. Thanking you in advance, I remain, Sincerely yours,

D. P. Riordan.

I have no business secrets that I am conscious of, and have no objection to answering the question. The Day Book is not paying. I hope that it will be on a self-sustaining basis as an adless newspaper by the end of this year, although I may be disappointed.

If the people of Chicago put on 15,000 more readers by the end of this year, The Day Book will be making a little profit, and I will then be able to spend more money in pushing its circulation.

The circulation of The Day Book could have been increased much faster than it has been, if it were feasible to adopt the same circulation methods for an adless newspaper that are adopted by newspapers that depend upon advertising for profit.

For this adless newspaper to be a success financially, its circulation must be compact, and must be put on by the people themselves instead of through the expenditure of large sums of money for canvassers, advertising, wagons, autos, etc.

It is necessary to get 50 cents per 100 net for copies of The Day Book. At that rate I can make the paper

pay reasonably on 50,000 circulation, and put it on a self-sustaining basis with less circulation than that—and without taking in a penny for anything but sales of the paper and the sale of white paper waste.

I sell the paper wholesale to newsboys or carriers who come to the office and get them at 50 cents per 100. When they are delivered to newsstands or elsewhere the wholesale rate is 60 cents per 100—the same as all other evening papers.

And then I must have the circulation compact enough so that the extra 10 cents per 100 will pay the cost of delivery.

This will explain to those interested why this paper is not delivered in all parts of the city like the other papers are.

Establishing an adless newspaper, and especially establishing the first one in the world, is necessarily a matter of slow growth. The size was unusual and everything about The Day Book was so unconventional that people were slow to understand its meaning.

We are creatures of habit, and are suspicious of innovations. We can't see how anything can be done that has never been done before. At first, I think some people were really ashamed to be seen reading The Day Book, because it was so odd looking for a newspaper. Possibly they feared people would think they were reading a tract, an almanac or a patent medicine advertisement.

But they are getting over that now. You see people reading it on all trains; and they are finding out that they get the news in The Day Book, including much news that other newspapers dare not print for fear they will offend their advertisers.

The growth now is slow, but there is a reason for that. I have no canvassers and do no advertising. The only way I can get new readers is by those who now read the paper telling others about it. If each reader of The Day Book now were to get just